

504 840 4719

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could appeal the convictions and sentences.

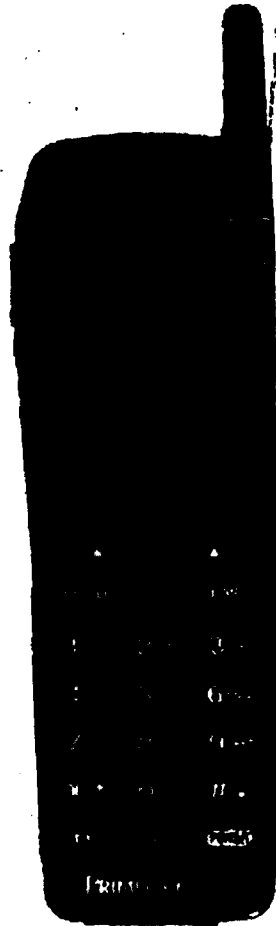
in exchange for gifts and a secret 4.9 percent share of O'Acres for

The indictments were sought by U.S. attorneys in New Orleans

actions," Jordan said.

3 days  
only

PRIMECo



The future  
on sale  
now.

50% off  
refurbished  
PrimeCo phones.

Hurry. This is your last chance in '97.


For the last time this year, you can get a state-of-the-art, 100% digital refurbished PrimeCo phone for just \$99. That's 50% off the price of a new phone. And you can also get 500 Anytime Minutes™ a month until the year 2000 for \$49.95 a month. Some restrictions apply. Hurry to the PrimeCo Tent Sale on Thursday, October 16, and Friday, October 17, from 10 to 7, or Saturday, October 18, from 10 to 5. Quantities are limited and no rain checks will be given. New activation is required with purchase.

Someday, everything will work this well™

For more information call

831.9911

  
Metairie  
Safari Car Wash  
2200 Veterans Blvd

  
New Orleans East  
The Plaza in Lake Forest  
5700 Read Blvd  
(in the parking lot)

  
Westbank  
Soft Touch Car Wash  
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Final Days for \$49.95/500 Anytime Minutes



Here's a way  
to put your  
old cellular phone  
to good use.

Trade in  
and get up to  
**\$100**  
in service credit.

And get 600 Anytime Minutes for just \$49.95 a month.

Right now, trade in your old cellular phone and accessories, and receive up to \$100 in service credit with PrimeCo. All you have to do is activate new service. Which you can do right now for only \$49.95 a month with 500 Anytime Minutes\* a month included. You also get great features like Caller ID, Voice Mail and Call Waiting, all included free. Plus, get 600 additional weekend minutes for an extra \$9.95 a month if you act now. Long-distance charges and some restrictions apply. See participating PrimeCo retailers for more details. But do it fast. Saying goodbye has never been so easy.

**Goodbye Cellular. Hello PrimeCo.**

For more information call

**1.800.801.2100**

**www.primeco.com**



**PrimeCo Stores**  
Lakeside Shopping Center  
831-9911

**Oakwood Shopping Center**  
263-0600

**The Plaza Shopping Center**  
244-3833

Available at all  
New Orleans area locations



Additional PrimeCo Retailers

**Alpha Page**  
1901 Newton St  
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**Beeper World**  
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506 G Terry Hwy

**City Page**  
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3927 Downman Rd

**Communications 2000**  
New Orleans Centre

**Dreems**  
2139 Stump Blvd. Ste. A  
3226 Williams Blvd. Ste. 16

**Express Page**  
83 Westbank Expwy

**Hamilton Enterprises**  
2200 E. Judge Perez Dr

**Latitude 31 Communications**  
1418 N. Claiborne Ave

**Mina's Mailmark**  
3300 Chateau Blvd  
3301 Veterans Blvd

**Nolan Marshall Company**  
2025 N. Broad

**Sir Speedy**  
333 St. Charles Ave

**Unlimited Communications**  
4038 Canal St  
4435 Chef Menteur Hwy.  
1630 Lafayette St  
826 Manhattan Blvd

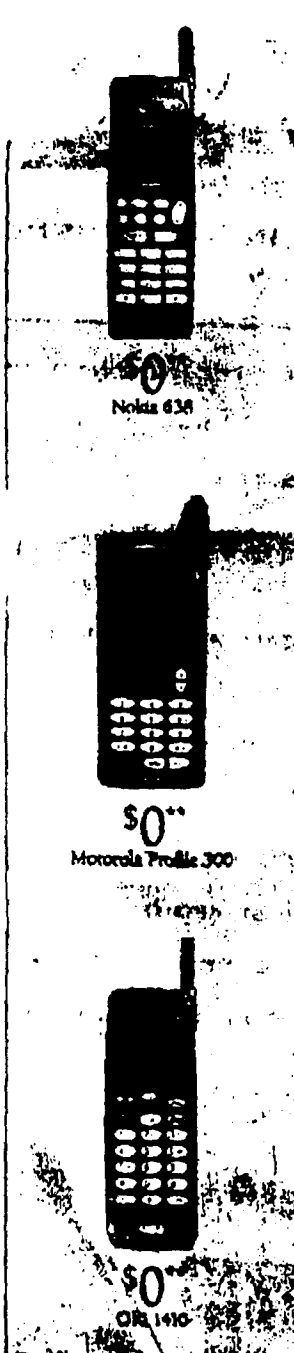
**Uptown Communications**  
560 Magazine St. Ste. D

**Video Plus**  
1987 Barataria Blvd  
2010 Woodmere

**Westbank's Beepers**  
522 C Barataria

**World of Beepers**  
703 David Dr  
7321 Westbank Expwy. Ste. 1  
6861 Jefferson Hwy. #4

# The BellSouth Mobility Store



Nokia 636

\$0\*\*

Motorola Profile 300

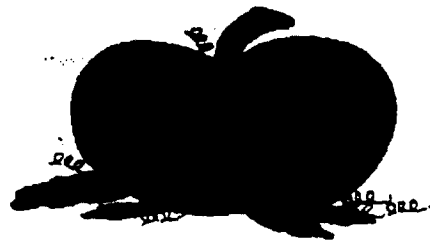
\$0\*\*

OR 1410

## No Tricks. Free Treats.

- Waived Activation Fee\*
- Free Phone\*\*

Sign up with BellSouth Mobility, and your activation fee will be waived. Plus, you'll receive a FREE phone.



FOR SALES AND SERVICE CALL 883-7700  
OR FOR A VISIT FROM OUR ACCOUNT PROFESSIONALS CALL 849-1700.

**Clearview Mall Kiosk**  
(Main Entrance)  
436 Veterans Blvd  
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**Kenner**  
4041 Williams Blvd  
443-0500  
Mon.-Fri. 9-6, Sat. 10-3

**Mandeville**  
601 N. Causeway Blvd  
624-9900  
Mon.-Fri. 9-6, Sat. 10-3

**Metairie**  
2222 Clearview Pkwy  
883-7771  
Mon.-Fri. 9-6, Sat. 10-3

**Winn-Dixie Kiosk**  
5901 Airline Hwy  
733-5415  
Mon.-Sat. 11-7, Sun. 12-6

**New Orleans**  
201 St. Charles Ave  
Suite 101  
581-2900  
Mon.-Fri. 9-6

**3300 Technopolis St.**  
Suite F4  
895-2166  
Mon.-Fri. 9-6, Sat. 10-3

**Slidell**  
1300 Cause Blvd  
Suite F1  
847-0900  
Mon.-Fri. 9-6, Sat. 10-3

**West Bank**  
615 Laplace Blvd  
302-6900  
Mon.-Fri. 9-6, Sat. 10-3

**WAL-MART Kiosks**  
Mon.-Fri. 11-7, Sat. 12-9

**870 I-10 Service Rd**  
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8333 W. Judge  
Peters Ln  
276-1607

**2100 Alex Korman Blvd**  
328-1401  
6901 Bundy Rd  
243-2338

**8843 Veterans Blvd**  
443-6211

**925 Behrman Hwy**  
394-8878

**1000 W Esplanade Ave**  
443-6288

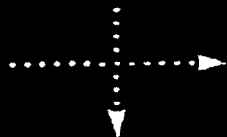
**800 Clearview Pkwy**  
733-2386

**800 N. Hwy 101**  
871-0901

**@ Bellsouth Mobility**  
Count On It.

Visit Our Website At [www.bellsouthmobility.com](http://www.bellsouthmobility.com)

\*Waived activation fee based on minimum 1-year service agreement. \*\*Phone prices based on 2-year service agreement. †Offer available only for customers signing a minimum 2-year service agreement. Minute minutes can be used only in home service area. Does not include long distance and/or roaming. Subject to credit approval and early cancellation fee. Certain other restrictions may apply. Limited-time offer. ©1997 BellSouth Mobility.



# The BellSouth Mobility Store



**\$2900\*\***  
Motorola 230



**\$3900\*\***  
Nokia 638



**\$4900\*\***  
Audiovox MVX 470

The best coverage just got better. Now you're covered with 1700 minutes of airtime for one low monthly rate.

Get 1700 minutes for just \$169 a month from BellSouth Mobility.\*

*More talk time... 1700 minutes for just \$169 a month.  
or 1700 minutes for just \$169 a month... \$169 per month for 1,700 minutes.*

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4041 Williams Blvd  
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101 N. Causeway Blvd  
624-9900  
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2727 Clearview Pkwy  
883-7771  
Mon - Fri 9-6  
Sat 10-5

**Winn Dixie Kiosk**  
5901 Airline Hwy  
733-5415  
Mon - Sat 11-7:30

**New Orleans**  
201 St. Charles Ave  
Suite 101  
581-2900  
Mon - Fri 9-6

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Suite F4  
895-2166  
Mon - Fri 9-6  
Sat 10-5

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847-0900  
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Sat 10-5

**West Bank**  
605 Lapalco Blvd  
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Sat 10-5

**WAL-MART**  
Kiosk  
Mon - Fri 11-7:30  
Sat 12-5

**7801 10 Service Rd**  
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8333 W. Judge  
Pens Dr  
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**2100 Allen**  
Kirkman Blvd  
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6901 Bundy Rd  
243-2338

**8841 Veterans Blvd**  
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**1000 W**  
Esplanade Ave  
443-6288

**800 Clearview Pkwy**  
733-2386

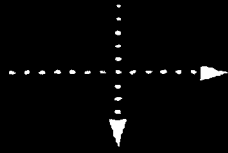
**840 N. Hwy 190**  
871-0901

© **BELLSOUTH Mobility**

Count On It.

\*Offer available to BellSouth Mobility customers signing a 12-month service agreement. Customers will be subject to an activation fee of \$30 for a 1-year service agreement, \$20 for a 2-year service agreement or \$10 for a 3-year service agreement. Does not include long distance and/or roaming. Exactly one-half of minutes can be used during peak hours (Monday through Friday 7:00 a.m. to 6:00 p.m.) and exactly one-half of minutes can be used during off-peak hours (Monday through Thursday 6:01 p.m. to 6:59 p.m. and Friday 6:01 p.m. through Monday 6:59 a.m.). \*\*Phone price based on a 3-year service agreement. Subject to credit review and early cancellation fee. Certain other restrictions may apply. Offer ends 10/18/97. ©1997 BellSouth Mobility.

**FAXID**  
1372311  
NC



# The BellSouth Mobility Store



\$0\*\*  
Nokia 638



\$0\*\*  
NEC 820



\$0\*\*  
OKI 1410

# Double minutes. Double minutes.

(We're only gonna say it twice.)

Sign up with BellSouth Mobility and double your package minutes.\*  
Get up to 2,000 additional minutes of airtime a month on selected  
price plans for the first 3 months of your service.

*Plus, your activation fee will be waived  
and you'll receive a FREE phone.\*\**

FOR SALES AND SERVICE CALL 883-7700  
OR FOR A VISIT FROM OUR ACCOUNT PROFESSIONALS CALL 849-1700.

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**Winn-Dixie Kiosk**  
3901 Airline Hwy  
733-3415  
Mon - Sat 11-7, Su

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**West Bank**  
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**WAL-MART Kiosk**  
Mon - Fri 11-7, Sat 12-5  
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Perez Dr  
276-1697

**2100 Alex**  
Korman Blvd  
328-1401  
6901 Bundy Rd  
243-2338

**RR43 Veterans Blvd**  
443-6211

**925 Behren Hwy**  
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**1000 W**  
Esplanade Ave  
443-6288

**800 Clearview Plaza**  
733-2386

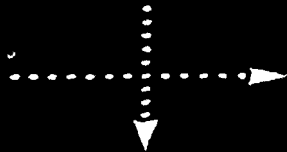
**880 N. Hwy 190**  
871-0901

**BELLSOUTH Mobility**  
Count On It.

Visit Our Website At [www.bellsouthmobility.com](http://www.bellsouthmobility.com)

\*Offer available only for customers signing a minimum 2-year service agreement. Bonus minutes can be used only in home service area. Does not include long distance and/or roaming. \*\*Waived activation fee based on minimum 1-year service agreement. Phone prices based on 2-year service agreement. Subject to credit approval and early cancellation fee. Certain other restrictions may apply. Limited-time offer. ©1997 BellSouth Mobility





# The BellSouth Mobility Store



\$0\*\*  
Nokia 638



\$0\*\*  
Motorola Profile 300



\$0\*\*  
OKI 1410

## Double minutes. Double minutes.

(We're only gonna say it twice.)

Sign up with BellSouth Mobility and double your package minutes.\*  
Get up to 2,000 additional minutes of airtime a month on selected  
price plans for the first 3 months of your service.

### INTRODUCING OUR TWO NEW RATE PLANS!

- \$19.95 A Month Plus 50 Airtime Minutes
- \$34.95 A Month Plus 200 Airtime Minutes

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OR FOR A VISIT FROM OUR ACCOUNT PROFESSIONALS CALL 849-1700.

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4436 Veterans Blvd  
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4041 Williams Blvd  
443-0500  
Mon.-Fri. 9-6, Sat. 10-5

**Mandeville**  
601 N. Causeway Blvd.  
624-9900  
Mon.-Fri. 9-6,  
Sat. 10-5

**Metairie**  
2222 Clearview Pkwy.  
883-7771  
Mon.-Fri. 9-6,  
Sat. 10-5

**Winn-Dixie Kiosk**  
5901 Airline Hwy  
733-5415  
Mon.-Sat. 11-7:30

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201 St. Charles Ave  
Suite 101  
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Mon.-Fri. 9-6

**3300 Tchoupitoulas St.**  
Suite F4  
895-2166  
Mon.-Fri. 9-6,  
Sat. 10-5

**Slide!!**  
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847-9900  
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Sat. 10-5

**West Bank**  
603 Lapalco Blvd  
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Mon.-Fri. 9-6,  
Sat. 10-5

**WAL-MART Kiosks**  
Mon.-Fri. 11-7:30,  
Sat. 12-5

**870 I-10 Service Rd**  
781-7929  
8335 W. Judge  
Perez Dr.  
276-1697

**2100 Alex Korman Blvd**  
328-1401  
6901 Bundy Rd  
243-2338

**8843 Veterans Blvd.**  
443-6211

**923 Behrman Hwy**  
394-6878

**1000 W. Esplanade Ave.**  
443-6288

**800 Clearview Pkwy**  
733-2386

**880 N. Hwy 190**  
871-0901

**BELLSOUTH Mobility**  
Count On It.

Visit Our Website At [www.bellsouthmobility.com](http://www.bellsouthmobility.com)

\*Offer available only for customers signing a minimum 2-year service agreement. Bonus minutes can be used only in home service area. Does not include long distance and/or roaming. \*\*Phone prices based on 2-year service agreement. Subject to credit approval and early cancellation fee. Certain other restrictions may apply. Limited-time offer. ©1997 BellSouth Mobility.



# The BellSouth Mobility Store



Mitsubishi 250  
\$1995\*\*

## \$1795 a month.\*

(But wait, there's more.)

- Sign up with BellSouth Mobility before October 31 and receive **180 minutes at no extra charge\*\***
- Plus, bring in your own phone when activating and receive an **additional 180 minutes!**

FOR SALES AND SERVICE CALL 883-7700  
OR FOR A VISIT FROM OUR ACCOUNT PROFESSIONALS CALL 849-1700.

**Clearview Mall Kiosk**  
(Main Entrance)  
4436 Veterans Blvd  
454-3400  
Mon - Sat 10-9 Sun 12-6

**Kenner**  
4041 Williams Blvd  
443-0500  
Mon - Fri 9-6 Sat 10-5

**Mandeville**  
601 N Causeway Blvd  
624-9900  
Mon - Fri 9-6 Sat 10-5

**Metairie**  
2222 Clearview Pkwy  
883-7771  
Mon - Fri 9-6 Sat 10-5

**Winn-Dixie Kiosk**  
5901 Airline Hwy  
733-5415  
Mon - Sat 11-7 10

**New Orleans**  
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Suite 101  
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Mon - Fri 9-6

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Suite F4  
895-2166  
Mon - Fri 9-6 Sat 10-5

**Slidell**  
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Suite E1  
847-9900  
Mon - Fri 9-6 Sat 10-5

**West Bank**  
603 Lapalco Blvd  
392-6900  
Mon - Fri 9-6 Sat 10-5

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781-7929

**8333 W Judge Pines Dr**  
276-1697

**2100 Alex Korman Blvd**  
328-1401  
6011 Bundy Rd  
243-2338

**8043 Veterans Blvd**  
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© **BELLSOUTH Mobility**  
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\*Offer available only for customers signing a minimum 1-year service agreement. \*\*Bonus minutes can be used only in home service area. Customers will receive 80 minutes per month for 3 months at no extra charge. †Customers activating their equipment will receive 80 minutes per month for 3 months. Minutes can be used only in home service area. Customers will be subject to activation fee of \$10 for 3-year service agreement, \$20 for 2-year service agreement or \$30 for 1-year service agreement. ‡Phone price based on 2-year service agreement. Subject to credit approval and early termination fee. Certain other restrictions may apply. Offer ends 10/31/97. ©1997 BellSouth Mobility.

T-P 10/11/97







# One Less Bill To Pay

## Free \$5 Calling Card

With prepaid cellular you pay in advance, so you don't have to keep track of how much airtime you are using or how much you are spending.

- New phones as low as \$99
- FREE \$5 calling card
- No credit check
- No contract
- No deposit
- No monthly bill

1. Buy a new phone or we'll reactivate your old one.
2. Purchase a \$30 prepaid calling card.
3. Scratch off the activation number and you're ready to go.
4. When you run out of minutes, simply activate a new card. It's that easy.



**Radiofone  
XPRESS**



10001 Lake Pontchartr Blvd. New Orleans East 745-1751	612 Loyola CRO 534-4194	5220 Pines Road St. Bernard 377-7395	5869 General DeGaulle Abernathy 368-4300	2701 N. Calumet Blvd. Metairie 833-2303
1302 Corporate Square Jumbua 847-0891 At Garden Blvd.	1502 West Adams Hwy - Bay 50 LaPlace 653-6049 Riverview Shopping Center	150 Northshore Blvd. Bossier 643-0899 Northshore 3000 St	1000 W. Esplanade Bossier 668-8334 Parkway Shopping Center	

40144 Hwy 100 Gretna Blvd  
2400 Leblanc Blvd

Radiofone Prepaid Xpress Cellular

# Cheaper By The Minute

*Up To 30¢ Cheaper Per Minute Than Any Other Prepaid Service.\**

## Prepaid Xpress Cellular

- New phones as low as \$99
- FREE \$5 calling card
- No credit check
- No contract
- No deposit
- No monthly bills

## Here's How Prepaid Works

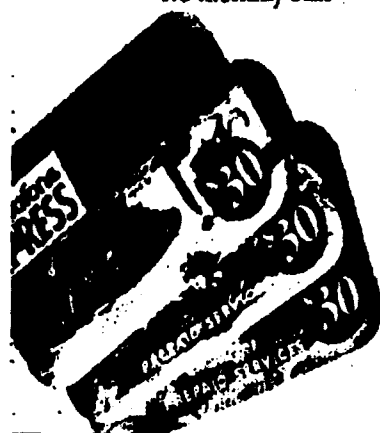
1. Buy a new phone or we'll reactivate your old one.
2. Purchase a \$30 prepaid calling card.
3. Scratch off the activation number and you're ready to go.
4. When you run out of minutes, simply activate a new card. It's that easy.

Featuring  
Motorola Profile  
Series 300



**Radiofone**  
**XPRESS**  
CELLULAR

Free \$5 Calling Card



20001 LAKE FOREST BLVD.  
NEW ORLEANS EAST 245-1711

622 LOTOLA AVE.  
CHD 524-4194

2701 N. CAUSEWAY BLVD.  
METAIRIE 835-1105

2500 LAPALCO BLVD.  
HAIRY 367-0897

69154 HWY 190 SERVICE RD.  
COVINGTON 893-7313

3869 GENERAL DEGAULLE  
ALGERS 368-4300

150 NORTHBROOK BLVD.  
SLIDELL 645-8899

1000 W. BOULVADE  
KENNER 468-8334

3220 PARIS RD.  
ST. BERNARD 277-7395

1502 W. AIRLINE HWY. #30  
LAPLACE 652-6069

1302 CORPORATE SQUARE  
SLIDELL 847-0891

\*\$10 programming fee required. Does not include long distance and roaming charges.



# We Won't Leave You Stranded.

*Nationwide Coverage, Plus Canada and Mexico.*

## THE COVERAGE YOU NEED

## AT THE PRICE YOU WANT

*Cellular gives you the most extensive  
coverage area in the nation.  
You can't get that with Digital/PCS.*



NEW  
Motorola  
Profile Series 300

- FREE Phone (\$200 value)
- \$16<sup>99</sup> a Month
- Nationwide Coverage
- No Activation Fee  
(save \$35)
- FREE 1<sup>st</sup> Minute  
Inbound Calls
- 10<sup>th</sup> A Minute  
Long Distance
- 35<sup>th</sup> A Minute Calling
- FREE Voice Mail
- 400 Minutes  
Night & Weekend  
Calling For Only \$10<sup>99</sup>  
(under 3<sup>rd</sup> a minute)\*\*

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The Personal Communications Company

101 Lake Forest Blvd.  
NEW ORLEANS EAST 245-1711

612 Loyola  
CBD 524-4114

3220 Paris Road  
ST. BERNARD 277-7293

3869 General DeGaulle  
ALBANY 348-4300

2701 N. Causeway Blvd.  
METAIRIE 833-1103

2500 Lapalco Blvd.  
HARVEY 367-0897

69154 Hwy 190 Service Rd  
COVINGTON 893-7313

1000 W. Esplanade

1000 W. Esplanade

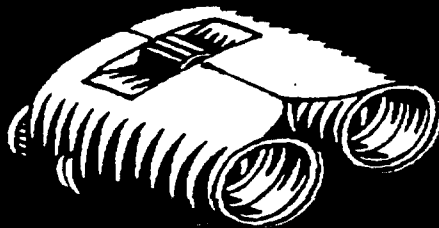
1000 W. Esplanade

1000 W. Esplanade



NEARSIGHTED.

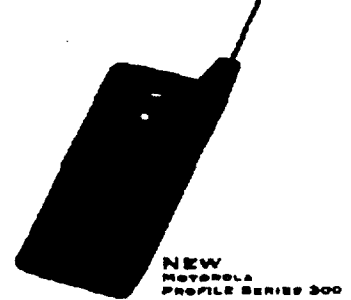
*Digital/PCS Coverage:*  
Only 10% of the State and the Nation.



FARSIGHTED.

*Radiofone Cellular Coverage:*  
Nationwide coverage, plus Canada and Mexico.

SEE  
The Price  
SEE  
The Plan



NEW  
MOTOROLA  
PROFILE SERIES 300

- FREE Phone (\$200 value)
- \$16<sup>99</sup> a Month
- Nationwide Coverage
- No Activation Fee (save \$35)
- FREE 1<sup>st</sup> Minute Inbound Calls
- 10<sup>th</sup> A Minute Long Distance
- 35<sup>th</sup> A Minute Calling
- FREE Voice Mail
- 400 Minutes Nights & Weekends Calling For Only \$10<sup>99</sup> (under 3<sup>rd</sup> a minute)\*\*

**Radiofone**  
The Personal Communications Company.

10001 Lake Forest Blvd. 622 Levee 3220 Park Road 3809 General DeGaulle 3701 N. Canbyway Blvd. 2500 Laplace Blvd. 89154 Hwy 190 Service Rd.  
NEW ORLEANS EAST 243-1711 CBO 714-4194 ST. BERNARD 377-7291 ALGIER 348-4300 METAIRIE 832-1165 HARVEY 347-0897 COVINGTON 876-7711  
1301 Corporate Square 1501 West Airline Hwy-Bay 30 150 Northshore Blvd. 1000 W. Esplanade  
SLIDELL 847-0091 LAFACE 673-6089 SLIDELL 643-8899 KENNER 446-8334  
AT LAURE BLVD. RIVERLAND Shopping Center Northshore Square PAYLSON Shopping Center

\*See restrictions only. Must sign new 14-month contract. Credit approval required. Does not include long distance and roaming charges. 10<sup>th</sup> a minute long distance or 35<sup>th</sup> a minute calling from home area or  
Subject to early cancellation fee. Other restrictions may apply.

\*\*Adds 400 minutes to any Radiofone cellular service plan. 10<sup>th</sup> a minute thereafter. Rates effective Monday through Thursday 9am - 7pm; Friday 9am - 6pm; and Saturday 10am - 6pm.

# GET What YOU Want In Wireless.



## 16 MONTH SERVICE

*Ask About Our Extended TalkTime Plans.*

- FREE Phone (a \$900 value)
- FREE in Car Charger (\$39 value)
- FREE Leather Case (\$89 value)
- FREE 1st Minute Inbound Calling
- FREE Call Waiting, Three-Way Calling, Call Transfer and Voice Mail (\$15 monthly value)
- 354 a Minute Local Calling
- 104 a Minute Long Distance Calling
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Ponchatoula, Bogakusa, Catahoula,  
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cities we can't even pronounce...  
all in our calling area?  
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Simple Cellular has the largest  
cellular calling area in the  
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New Orleans, Baton Rouge,  
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You can drive for hundreds  
of miles without worrying  
about roaming costs. Or  
worrying about peak  
and off peak charges  
other cellular companies



charge you that makes your  
cost of airtime go up every  
day when you need your  
phone the most. We charge  
the same low rates all day,  
every day.

Oh yeah, we don't have any  
contracts either. Just \$12.95  
a month and 29¢ a minute.  
It's just that simple.

**\$12.95**  
month

**29¢**  
minute

Simple  Cellular

**1-888-9-Simple**

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Monday-Friday 9am-7pm Saturday 9am-5pm CST

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# Want the largest cellular calling area for the lowest price? Simple.

Some people actually pay more each month for less coverage. Go figure.

We give you the largest cellular calling area in the state and low prices. Just \$12.95 a month and 29¢ a minute. And you don't have to buy those ridiculous use-it-or-lose-it airtime packages to get our



low rates. There are no peak and off peak limitations and no extra service charges either.

We only charge you the low monthly rate of \$12.95 and 29¢ a minute for the time that you actually use.

More for less.  
It's just that simple.

**\$12.95**      **29¢**  
month              minute

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[www.simplecellular.com](http://www.simplecellular.com)

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## ► Press Release

### FOR IMMEDIATE RELEASE

## Five Million Strong For BellSouth Cellular Corp.

### Wireless Subscribers Grow to 50 Million Nationwide

ATLANTA, July 25, 1997 - As the wireless telecommunications industry celebrates its 50 millionth subscriber next week, one of the southeast's major corporations, BellSouth Cellular Corp. (BSCC) is celebrating a landmark achievement of its own - approaching the five million mark for wireless phone subscribers nationwide. With this milestone, BSCC, headquartered in Atlanta, becomes the wireless provider for 10 percent of the nation's wireless subscribers.

BSCC was formed in June, 1991 as parent company for BellSouth Mobility Inc (BMI) and American Cellular Communications Corporation (ACC). BellSouth Mobility began offering cellular phone service to consumers in Atlanta in May of 1984 - just months after the first commercial wireless phones went into service. BSCC signed its 100,000th subscriber in 1988 and reached the 1,000,000 mark in 1992. Now nearing five million subscribers, the telecommunications company based in the southeast is one of Georgia's largest employers.

"The growth experienced by BellSouth and the cellular telecommunications industry since 1983 has been nothing short of phenomenal," said Stan Hamm, group president, mobile systems at BellSouth Corporation. "We have achieved this milestone by providing our customers with the most reliable technology available and award winning customer service. By continuing with the same commitment to excellence, we will provide wireless service to millions more in the years ahead."

The first commercial wireless phones went into service in Chicago on October 13, 1983. Now, just 14 years later, there are 50 million customers in the U.S. By comparison, it took 24 years from the introduction of television before 50 million households had one. It took radio 39 years for radios to reach 50 million households. And it took 77 years for land-line phones to reach 50 million customers.

Other interesting wireless facts\*:

#### Primary reasons for subscribing

- 46% - able to communicate in an emergency
- 28% - in touch while away from the office or home
- 12% - personal safety
- 4% - make calls when late
- More than 70 percent of all subscribers believe wireless phone service is improving.
- 35 percent of all wireless subscribers have used their phones during an emergency.
- 10% have used their phones to help others in an emergency
- 90% report they are more likely to help others because of their wireless phone
- American wireless phone users make more than 59,000 calls to 9-1-1- or other emergency numbers every day.

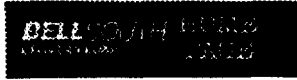
BellSouth Cellular Corp. companies provides wireless communications services to nearly 5 million customers in 216 markets owned by BellSouth and its partners in 15 states. BMI operates with its partners in eight Southeastern states. ACC markets operate under a variety of names in California, Hawaii, and Texas and as Cellular One in Illinois, Indiana,



Virginia and Wisconsin.

*\*Source: Cellular Telecommunications Industry Association (CTIA)*

Return to [Press Release index](#).



*Back to [BSCC Home Page](#)*

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Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554

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SEP 30 1996

Amendment to the Commission's Rules )  
To Permit Flexible Service Offerings )  
in the Commercial Mobile Radio Services )

WT Docket No. 96-6 FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

To: The Commission

**PETITION FOR PARTIAL RECONSIDERATION OR  
CLARIFICATION**

BellSouth Corporation ("BellSouth"), by its attorneys, hereby petitions for partial reconsideration or clarification of *Amendment of the Commission's Rules to Permit Flexible Service Offerings in the Commercial Mobile Radio Services*, WT Docket No. 96-6, *First Report and Order and Further Notice of Proposed Rulemaking*, 11 F.C.C.R. 8965 (1996), summarized 61 Fed. Reg. 45336 (Aug. 29, 1996) ("*Report and Order*"). Although BellSouth applauds the Commission's efforts to permit all CMRS providers to use their spectrum for both mobile and fixed wireless applications, without restriction, it appears that Section 22.323 was inadvertently retained without change. Because this rule is inconsistent with the *Report and Order*, BellSouth requests that the Commission either (i) issue an *Erratum* eliminating the rule; (ii) reconsider its decision not to eliminate or modify the rule; or (iii) issue a declaratory ruling stating that Section 22.323 is inapplicable to CMRS licensees providing services pursuant to Section 22.901 or the *Report and Order*.

In the *Report and Order*, the Commission found that

The limitations in our rules governing the provision of fixed services on PCS and other CMRS spectrum have caused uncertainty among carriers. Although terms such as "ancillary," "auxiliary," and "incidental" are intended to provide licensees who offer CMRS services with flexibility, these terms are not defined in the rules and have been subject to varying

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interpretations. As a result of this lack of clarity, we have found that carriers are hesitant to take advantage of the flexibility allowed by the current rules to explore potential flexible uses of their spectrum without further guidance from the Commission.

11 F.C.C.R. at 8970 (emphasis added). To alleviate this uncertainty, the Commission stated that

[r]ather than continuing to define allowable fixed services in terms of whether they are "ancillary," "auxiliary," or "*incidental*" to mobile services, we conclude that our rules should more broadly allow fixed services to be provided on a co-primary basis with mobile services.

11 F.C.C.R. at 8973 (emphasis added). Consistent with this decision, Section 22.901(d) was amended to read as follows:

**Alternative technologies and co-primary services.** Licensees of cellular systems may use alternative cellular technologies and/or provide fixed services on a co-primary basis with their mobile offerings, including personal communications services (as defined in Part 24 of this chapter) on the spectrum within their assigned channel block. . . .

47 C.F.R. § 22.901(d). The Commission, however, failed to eliminate Section 22.323 which governs the provision of *incidental* communications services.

Section 22.323 states that Part 22 licensees may use their stations "to provide other communications services incidental to the primary public mobile service for which the authorizations were issued." 47 C.F.R. § 22.323. In order to provide such service, however, the following conditions must be satisfied:

- (a) The costs and charges of subscribers who do not wish to use the incidental services are not increased as a result of the provision of incidental services to other subscribers;
- (b) The quality of the primary public mobile service does not materially deteriorate as a result of provision of incidental services, and neither growth nor availability of the primary public mobile service is significantly diminished as a result of provision of incidental services;
- (c) The provision of the incidental services is not inconsistent with the Communications Act of 1934, as amended, or with FCC rules and policies; and

(d) The licensee notifies the FCC by letter before providing the incidental services. This notification must include a complete description of the incidental services.

47 C.F.R. § 22.323. Based on BellSouth's experience, this section has been applied to the provision of fixed services. Thus, unless it is deleted, it may have an effect on the provision of fixed services by Part 22 licensees. To avoid such a chilling effect, the Commission should eliminate the rule.<sup>1</sup>

As BellSouth has previously demonstrated, the notification requirement in Section 22.323(d) serves no practical purpose.<sup>2</sup> Specifically, the wireless industry would not jeopardize its mobile customer base (a segment growing at an estimated 30-40% per annum) by raising rates to mobile customers or decreasing quality as a result of providing fixed services to a relatively small and emerging segment. See 47 C.F.R. § 22.323(a). Because the marketplace is becoming increasingly competitive, any increase in rates or decrease in quality without a countervailing benefit to the mobile subscriber will encourage the subscriber to find another carrier.

Even if fixed applications became more prevalent, however, the *Report and Order* permits CMRS carriers to offer such services on a co-primary basis. Thus, there should be no notification requirement, just as there is no notification requirement for the provision of mobile services. Moreover, it may become impossible for a carrier to comply with the notification requirement since devices have become increasingly available to customers for use on a fixed basis without a carrier's knowledge.

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<sup>1</sup> Alternatively, the Commission should clarify that Section 22.323 does not apply to any services offered pursuant to Section 22.901 or the *Report and Order*.

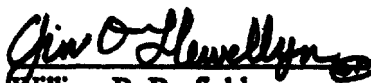
<sup>2</sup> Comments of BellSouth, CC Docket No. 92-115, Appendix 2 at 30 (Oct. 5, 1992).

## CONCLUSION

For the aforementioned reasons, BellSouth urges the Commission either (i) to issue an *Erratum* eliminating the rule; (ii) to reconsider its decision not to eliminate or modify the rule; or (iii) to issue a declaratory ruling stating that Section 22.323 is inapplicable to CMRS licensees providing services pursuant to Section 22.901 or the *Report and Order*.

Respectfully submitted,  
BELL SOUTH CORPORATION

By:



William B. Barfield

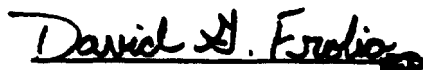
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David G. Richards

1133 21st Street, NW

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*Its Attorneys*

September 30, 1996

## **CERTIFICATE OF SERVICE**

I, M. Jeanette Trigeiro, hereby certify that I have, this 30th day of September, 1996, served a copy of the foregoing "Petition for Partial Reconsideration or Clarification," by First-Class United States Mail, postage pre-paid to the following:

**Chairman Reed E. Hundt**  
**Federal Communications Commission**  
**1919 M Street, N.W., Room 814**  
**Washington, D.C. 20554**

**Commissioner James H. Quello**  
**Federal Communications Commission**  
**1919 M Street, N.W., Room 802**  
**Washington, D.C. 20554**

**Commissioner Rachelle Chong**  
**Federal Communications Commission**  
**1919 M Street, N.W., Room 844**  
**Washington, D.C. 20554**


**Commissioner Susan Ness**  
**Federal Communications Commission**  
**1919 M Street, N.W., Room 832**  
**Washington, D. C. 20554**

**Ms. Michele Farquhar**  
**Chief, Wireless Telecommunications Bureau**  
**Federal Communications Commission**  
**2025 M Street, N.W., Room 5002**  
**Washington, D.C. 20554**

**Rosalind Allen, Esquire**  
**Deputy Chief, Wireless Telecom. Bureau**  
**Federal Communications Commission**  
**2025 M. Street, N.W., Room 5202**  
**Washington, D.C. 20554**

**David Furth**  
**Chief, Communications Wireless Div.**  
**Federal Communications Commission**  
**2025 M Street, N.W., Room 5202**  
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**John Cimko, Jr.**  
**Chief, Policy Division**  
**Federal Communications Commission**  
**2025 M Street, N.W., Room 5202**  
**Washington, D.C. 20554**

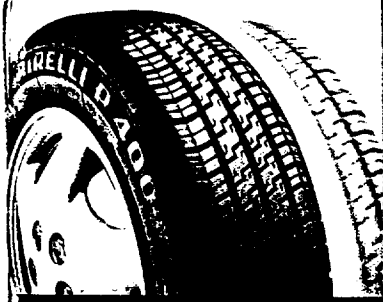
  
M. Jeanette Trigeiro

CD players Refrigerators Medical advice online  
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# Consumer Reports

## RATINGS OF:

All-season  
tires



25-inch  
TV sets



## Cell phones

*Do you really  
need one?*

- How to  
decide
- Best service  
plans in  
20 cities



FEB 97 \$2.95 US/\$3.50 CAN

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18400



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# Who needs a cell phone?



**CONFUSING PRICING SCHEMES CAN MAKE THESE CALLS AMONG THE MOST EXPENSIVE ON EARTH. WE SHOPPED FOR THE BEST DEALS IN 20 BIG METRO AREAS.**

**C**hatting by cellular telephone is fast becoming one of the most pervasive symbols of the hustling Nineties. Nearly 40 million Americans now use a cell phone, and another 7 million or so new cellular service subscribers are expected to take to the airwaves over the coming year.

## IN SHORT

A cell-phone call can cost 10 times more per minute than a conventional long-distance call—and 60 times as much as some ads imply.

Our survey of cellular rates in 20 big markets found MCI One to be the highest-cost service provider for a typical user.

A low flat monthly rate may not always be the most economical choice. Evaluate a cellular phone plan carefully based on how you intend to use the service.

Cell-phone boutiques and kiosks are sprouting on nearly every Main Street and mall in the U.S. Cell phones have taken off faster than fax machines, faster than cable TV, and just as fast as the now ubiquitous VCR.

The 13-year-old cellular industry's growth into adolescence has service providers eager to tap a vast new stream of revenues and profits. "We are that piece of the household budget that didn't exist before, but is

now necessary—like the cable bill," says a senior marketing manager for Bell Atlantic Nynex Mobile, one of the nation's largest cellular service providers.

But cell phones don't come cheap. Labyrinthine pricing schemes can boost the cost of a minute of cellular airtime more than 10 times higher than that of conventional local and long-distance landline service. And unlike regular phone service, cellular service providers bill you for calls you receive as well as those you make. Then there's the question of what exactly you are buying. Warring ads for cellular service plans promote free

phones, no activation fees, low monthly rates, and a bewildering array of per-minute charges described in the arcane argot of the industry. (See "Cell-phone bills: A glossary," page 14.) Rapidly evolving, incompatible rival hardware technologies are confounding consumers trying to decide which kind of cell-phone service—and corresponding handset—to buy. (See "Cellular phones vs. PCS," page 12.) Choosing a regular long-distance telephone carrier is simple by comparison.

Would a cell phone make sense for you? And if you already have one, did you get the right kind of deal? This report will help you assess your needs, arrive at sensible decisions, and, if you still think you need cell service, find the best plans.

## Do you need a cell phone?

Start by asking yourself some basic questions: What do you plan to have cellular phone service for? And how much would you be willing to pay to use it?

A decade ago, when a typical monthly cell-phone bill could easily run \$100 or more, it took a pretty powerful reason—or a big income—to warrant signing up for service. But as prices have dropped steadily—by some 50 percent on average since 1988—whole new categories of customers have begun signing on, many for personal rather than business purposes.

By far, the leading reason consumers give for signing up today is personal safety—the security of knowing that if you're the victim of a crime, involved in a car wreck, or stranded with a

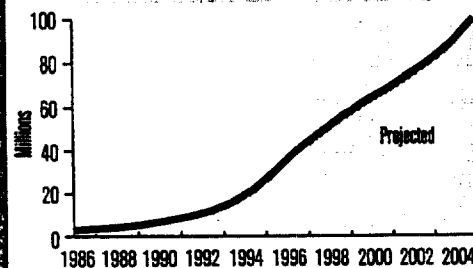
breakdown on a lonely stretch of highway you're only a cell-phone call away from help. (See the pie chart on the facing page.) That safety appeal may be particularly strong among women; some 60 percent of new cellular service subscribers are female.

There's no denying the just-in-case value of cellular. In one dramatic example, when Nancy Shaw was blown from her desk by the Oklahoma City bombing, she fished her Southwestern Bell cell phone out of a drawer to tell her family—watching the horror on TV—that she and others had survived. "I wouldn't have traded my cellular phone for a million dollars that day," Shaw told CONSUMER REPORTS.

There are other sound reasons for wanting to pack a cell phone. An



**Number of cell-phone subscribers**



Sources: Cellular Telephone Industry Assn. & The Yankee Group



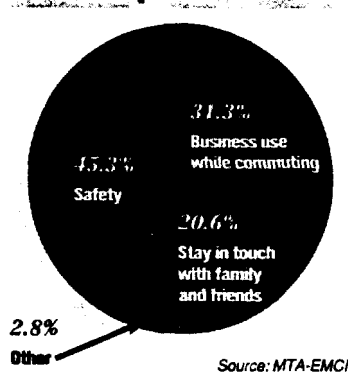
expectant mother, the principal caregiver of an invalid, or anyone who suffers from a potentially disabling chronic health condition may want the instant contact cell service provides.

Having a cellular phone does not give you ironclad protection, of course. Severe weather and natural disasters often knock out cellular antenna stations or jam them with too many callers trying to ring up at the same time. Moreover, cellular service covers just 60

percent of the total geographic area of the U.S. It may not be available in the remote locales where you'd most need the phone to work in a crisis. What's more, if you have a tire blowout or a fender-bender while commuting, police say you're likely to find plenty of good Samaritans with cellular phones eager to call highway help for you.

Aside from safety, the other main personal reason to choose cell service is to stay in touch with work—before and after business hours—and for what industry insiders call life-style convenience, to connect with family and friends. That rationale attracts just over one-fifth of new subscribers, according to MTA-EMCI, a telecommunications consulting firm based in Washington, D.C.

### Reasons for getting a cellular phone



Lifestyle users want to check up on their children or let a spouse know they'll be late for dinner. And having a cell phone around can grow on those who planned to use the phone for emergencies only. "As they get more familiar and comfortable with the phone, they find uses for it," says Jon Slater, a vice president with GTE.

This can be expensive. Depending on the rate plan you select, a cellular call of just one minute can cost anywhere from 56 cents to \$1.43 versus just 20 cents at a standard pay phone.

### The selling of cellular

Cellular service providers know that many would-be subscribers, motivated by a combination of business, safety, or lifestyle concerns, need just a gentle push to sign up. They appear to have structured their offers to make the decision easy—and to mask how expensive their calling plans still are.

An ever-burgeoning number of retail outlets proffer "special" deals of low initial monthly costs that lock subscribers into contracts that are hard to escape, with allowances of included airtime that can turn out to be pretty expensive, or with promotions of cut-rate cellular phone handsets. The brochures may not mention it, or it may be buried in the contractual fine print, but you pay for the low-cost hardware through the monthly access charge or a stiff early termination fee that can easily run to \$100 or more. Advertised per-minute rates as low as 2 cents can end up costing 60 times more when all fees and real usage patterns are accounted for.

The mind-boggling number of service plans the cellular companies promote may appear to offer a rich abundance of consumer choice. In fact, the various plans seem designed more to confuse, often in costly ways. In the greater New York metro region, for example, Bell Atlantic Nynex Mobile offers six different "Talk" plans, a "Talk Along" plan, two variants of "Talk Along Plus," and no fewer than three "EZ Max" options. In combinations almost too numerous to count, basic monthly access fees on this smorgasbord of plans range from \$14.95 up to \$299.99; per minute charges go from 10 cents to 99 cents. Total monthly costs will vary depending on when you place a call (during peak or off-peak hours), where you are

*Cell for sale New retail boutiques (like this Bell Atlantic Nynex outlet in New York City) that specialize in selling cell phones and service plans are springing up across America to meet strong consumer demand.*